

**King County**  
Quit Line Data Summary  
January 1 - March 31, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 628</b>	<b>N = 4,042</b>
<b>Percent of Statewide Calls</b>	18.3%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	29.5%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 609</b>	<b>N = 3,581</b>
Female	59.4%	62.2%
Male	40.6%	37.8%
<b>Race/Ethnicity</b>	<b>N = 544</b>	<b>N = 3,087</b>
People of Color	18.6%	12.9%
White	81.4%	87.1%
<b>Age</b>	<b>N = 578</b>	<b>N = 3,298</b>
Less than 18 years old	1.4%	1.8%
18 - 24 years old	13.3%	14.6%
25 - 34 years old	21.6%	23.1%
35 - 44 years old	24.7%	27.0%
45 years and older	38.9%	33.5%
<b>Education</b>	<b>N = 572</b>	<b>N = 3,197</b>
Did not graduate high school	13.8%	19.2%
High school graduate	26.2%	32.7%
Some college/vocational school	39.9%	36.6%
College graduate	20.1%	11.4%
<b>Caller Type</b>	<b>N = 619</b>	<b>N = 3,656</b>
General Information	4.8%	9.4%
Health care provider	3.7%	3.2%
Tobacco user	91.4%	87.4%
<b>Payer Type</b>	<b>N = 423</b>	<b>N = 2,529</b>
Insured	47.5%	36.7%
Uninsured	26.7%	29.6%
Medicaid	25.8%	33.7%
<b>Heard About</b>	<b>N = 545</b>	<b>N = 3,148</b>
Past caller	10.5%	9.1%
Employer/worksites	0.2%	0.7%
Health care provider	20.2%	24.8%
Television	22.2%	18.3%
Outdoor advertisement (billboard/bus/wall)	7.5%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.2%	0.1%
Radio	2.9%	1.9%
Newspaper/Magazine	9.4%	2.5%
Brochure/Newsletter	5.1%	8.2%
Family or friend	18.9%	24.2%
Health Department	2.6%	4.5%
School	0.4%	0.7%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.